



Dear reader,

Within this e-update, we address an important but also sensitive issue. European projects, and indeed European policy, play a key role in easing the transfer of good practice and good policies between cities as well as between countries. This is also one of the main aims of EPOMM.

In researching this issue, we have found that "reinventing the wheel" is quite common: it seems like almost every European project develops its own method for fostering policy transfer, and it also seems like almost every European funding programme and platform in the field of Mobility Management separately develops its own tools and methods for fostering transfer. We appreciate the wealth of creativity in the different methods, toolboxes, best practice databases and processes but we also consider the non-coordination of these efforts to be quite wasteful.

Therefore EPOMM has decided to foster discussion about this topic with several measures:

- the installation of an award for the "Best Policy Transfer", starting with the next ECOMM
- having transfer as main topic in the next workshop of EPOMM's National Focal Points (NFPs)
- offering cooperation on the development of good policy transfer processes to the various platforms and programmes, like Interreg, IEE, EUROCITIES, POLIS, EUROTOWNS and UITP.

Here, we show some of the processes, tools and databases that already exist.

## EPOMM best policy transfer



EPOMM aims to develop the most effective policy transfer process for successful measures and policies in the field of mobility management. The transfer process in European projects is almost always hampered by the fact that the people talking with each other (doing the exchange) are very often not the persons doing the actual work on location. Further, the transfer is hampered by the language barrier, busy diaries and resulting time and scheduling restrictions. To avoid these limitations, EPOMM offers the following process:

- The first step is to find a topic that is of real interest for the "importer".
- A moderator (from EPOMM) then finds a matching "exporter" that has enough expertise and experience to ensure that there is enough knowhow available to satisfy the importer.
- Next step is a matching session between representatives of the exporting country and representatives of one (or sometimes two) importing countries, during which the practicalities of a measure can be discussed in detail. Together with the moderator, the participants build a detailed action plan for the implementation of the measure or policy in the receiving country.
- Once a study or training visit to the exporting or importing country has been made, the action plan is refined, involving relevant experts and a politician or high-level representative.
- All steps are well documented, so the transfer process can serve as an example for other countries interested in the measure.

So far, three transfer processes have been initiated within EPOMM-PLUS: on Mobility Management during road construction works (Netherlands -> Sweden), on the Health Economic Assessment Tool (HEAT) for cycling and walking (UK -> France) and on Mobility Management for schools (Belgium -> Slovenia).

The methodology, developed in the framework of the [EPOMM-PLUS project](#) is in a test phase and will take up the best components of other methods (some of them described below). The plan is to turn it into the most effective transfer tool available that will serve



the EPOMM member countries, and possibly also future EU-projects.

## Transfer methodology in other EU projects

Study trips, mentoring visits in PIMMS TRANSFER

The [PIMMS TRANSFER](#) partners engaged in various activities to give starter regions in the field of MM the opportunity to learn from more advanced regions, called "progression regions". For the progression regions too, the implementation of [innovative pilot projects](#) and the identification and transfer of critical success factors of the measures allowed to better engage local decision makers and make further progress. Transfers took place through study trips to the progression partners [reports](#), [mentoring visits](#) from progression partners to starter regions, master classes and local conferences.

Toolboxes and feasibility studies in MMOVE and DELTA

Another European project examining the transferability of Mobility Management measures, is the [MMOVE project](#). After a round of study visits on a selection of best practices, the project partners are now conducting feasibility studies to examine the transferability of each best practice to their local context. The project is producing a policy toolbox that will help other parties to find Mobility Management solutions suitable for their context.

Similarly, the [DELTA project](#) developed a [decision support instrument](#) to assist local transport agencies of regions with seasonal varying transport demand profiles in the selection of the most appropriate mobility schemes in order to manage this demand in a sustainable way.

Levels of transfer in TRAVEL PLAN PLUS

The [TRAVEL PLAN PLUS project](#) identified four levels of transfer:

- Copying - adopting a programme in its entirety;
- Emulation - Using a programme as a standard for the development of one's own measures;
- Hybridisation and synthesis - creating a new programme by combining elements of existing schemes;
- Inspiration - getting new ideas through sharing common problems.

(Source: [Local Travel Plan Networks: An Evaluation using Policy Transfer](#))

Transferability assessment in Niches+

Before starting to implement a measure or policy from another city, you need to be sure that your local context does not differ too radically from the exporting city's or country's context. To help you assess the transferability of a new transport concept to your own context, the [NICHES+ project](#) developed a [transferability assessment methodology](#). It guides you step by step through the process, which you should conduct together with relevant experts and stakeholders from your own and the exporting city. It helps you consider and assess all relevant factors before you decide to go through with the implementation and identify major challenges that will have to be overcome during implementation. (See an example of a worked-out exercise [here](#).)

Study tour catalogues in NICHES+, CIVITAS and AENEAS

Several other European projects offer to share the lessons learned by their partners, for instance through a study tour catalogue that lists the cities willing to host a study visit. Examples can be found in [CIVITAS](#), [NICHES+](#) and [AENEAS](#).

The European Commission also recognises the vital importance of experience and knowledge sharing and has given a central place to the theme in its [Action Plan on Urban Mobility](#).

## Where to start the search for promising new ideas



The first step to a successful transfer is of course finding inspiration in successful policies and practices from others. When you start thinking about introducing change, we recommend several inspiring sources.

#### EPOMM

The monthly e-update you're reading is always concentrated around one main theme. On the [EPOMM website](#) you find all the e-updates (and thus a whole range of MM-themes) over recent years in at least three language with lots of helpful links concentrated around one theme in the [news section](#).

The annual [European Conference on Mobility Management \(ECOMM\)](#) allows you to network with people all over Europe and learn from their experiences. ECOMM 2012 will be held in Frankfurt, Germany, from 12 to 15 June 2012 - see [www.ecomm2012.eu](http://www.ecomm2012.eu). Cities and other local governments should address the national networks on Mobility Management in 21 EU [countries](#), they are built up within the framework of [EPOMM-PLUS](#). Through annual networking events, these networks ensure that best practices are disseminated within the country and all important players and stakeholders in the field of Mobility Management get in touch with each other.

We aim to have all important national and international Mobility Management related events in the [EPOMM Calendar](#).



#### ELTIS

EPOMM cooperates with ELTIS in the building up of their excellent [case study](#) and [video collection](#). There is also a vast array of other useful information - see [www.eltis.org](http://www.eltis.org).



#### OTHER Networks

Other networks on sustainable transport include:

- [POLIS](#) (innovation in transport - EU);
- [EUROCITIES](#) (mobility and other themes - EU);
- the [CIVITAS Forum network](#) (urban transport - EU);
- [EUROTOWNS](#) (similar like EUROCITIES, but for cities below 250.000 inhabitants);
- [ICLEI](#) (sustainable development, including EcoMobility - worldwide); and
- [Cities for Mobility](#) (urban mobility - worldwide)



## Upcoming events

- CATCH Final Conference  
13 December 2011 - Bristol, UK  
[more information](#)
- ECOMM 2012  
12-15 June 2012 - Frankfurt, DE  
[more information](#)

For more events, please visit the [EPOMM Calendar](#).





[ECOMM 2011](#)



[allinx](#)



[feedback](#)



[subscribe](#)



[unsubscribe](#)



[fullscreen](#)



[news archive](#)